

## CLAIMS:

What is claimed is:

1 1. A method for placing preview enhanced messages in registration-based websites, said  
2 method comprising;

3 a user node having a browser program coupled to a network, said user node providing  
4 requests for information on said network; and

5  
6 a promotions server node in operative association with a data repository responsive to a  
7 request and deliver promotions to said user node.

1 2. A method for viewing and browsing a listing of e-mail messages, said method  
2 comprising;

3 generating a listing of e-mail messages within an e-mail datastore; and  
4 providing a trigger mechanism for each e-mail message in the listing, said trigger  
5 capable of opening up a window when triggered by the user, showing a summary of  
6 the e-mail content.

1 3. A method for sending and viewing preview enhanced messages, said method comprising;

2 sending a message from a message server to a recipient message client, said message  
3 including a portion that includes instructions for the delivery and viewing of preview  
4 content;

5 determining, at the recipient system, whether the said message contains the instructions  
6 for the delivery and viewing of said preview content;

7 when generating a summary listing of messages to show to the user, if the a message  
8 contains the said preview instructions, generating a trigger mechanism to allow the  
9 user to activate the preview associated with the message within the aggregate listing  
10 of messages; and

11 upon the user triggering the preview, the preview content is retrieved from a preview  
12 server and displayed to the recipient on the display coupled to the client the user is  
13 using to retrieve and view the message.

1 4. A method for sending and viewing preview enhanced e-mail messages, said method  
2 comprising;

3 sending an E-mail message from an E-mail server to a recipient E-mail system over a  
4 public network, said E-mail message including a portion that includes instructions for  
5 the delivery and viewing of e-mail preview content;

6 determining, at the E-mail recipient system, whether the said E-mail contains the  
7 instructions for the delivery and viewing of said preview content;

8 when generating a listing of e-mails to show to the user, if the an E-mail contains the  
9 said preview instructions, generating a visual cue and trigger mechanism to allow the  
10 user to activate the preview associated with the E-mail; and

11 upon the user triggering the preview, the preview content is retrieved from a preview  
12 server and displayed to the recipient on a display coupled to the client the user is  
13 using to retrieve and view the e-mail.

1 5. A network comprising:

2 a user node having a browser program coupled to said network, said user node  
3 providing requests for information on said network;

4 a central data repository having memory in which is stored incentive offer data and  
5 remote user data;

6 a content provider affiliate node having a respective affiliate web site responsive to  
7 requests for information from said user node to provide content and promotions space  
8 for display of targeted promotions to said user node;

9 a promotions client node responsible for pulling promotions content from an promotions  
10 server node in response to a user request from said user node to display; and

11 a promotions server node in operative association with the central data repository  
12 responsive to a request from said promotions client node and deliver promotions to  
13 said promotions client,  
14 whereby said promotions content from said selected advertiser node is displayed at said  
15 user node.